

ABSTRAK

Banyak faktor yang mempengaruhi minat beli ulang konsumen terhadap kualitas barang dan kualitas pelayanan suatu produk barang atau jasa seperti: kepuasan pelanggan, loyalitas pelanggan, kualitas layanan, kualitas produk, citra merk, dan harga. Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan dan harga terhadap minat beli ulang jasa di bengkel Auto 2000 cabang Basuki Rahmat Surabaya.

Jenis penelitian ini adalah penelitian kuantitatif, populasi dalam penelitian ini adalah konsumen yang melakukan perawatan kendaraannya di bengkel Auto 2000 cabang Basuki Rahmat Surabaya yang berjumlah 2000. Sampel dalam penelitian ini menggunakan metode *purposive sampling*, yaitu pemilihan sampel berdasarkan kriteria yang sudah ditentukan dengan sampel sebanyak 100 responden. Alat pengumpulan data menggunakan kuesioner dan analisis data menggunakan regresi linier berganda.

Hasil penelitian menunjukkan bahwa variabel kualitas layanan dan harga berpengaruh signifikan terhadap variabel minat beli ulang di bengkel Auto 2000 cabang Basuki Rahmat Surabaya. Perusahaan bengkel Auto 2000 Basuki Rahmat Surabaya harus lebih baik dan terus berinovasi dalam memberikan pelayanan serta manfaat yang sebanding dengan harga yang ditetapkan, agar konsumen dapat datang kembali melakukan perawatan kendaraannya di bengkel Auto 2000 Basuki Rahmat Surabaya.

Kata Kunci : kualitas layanan, harga, minat beli ulang

ABSTRACT

There were many factors which affect the customers' rebuying decision on the goods quality and service quality of product or service. They are customer's satisfaction, customer's loyalty, service quality, product quality, brand image and price. This research aimed to analyze the effect of service quality and price on the interest of rebuying decision at Auto 2000 garage Basuki Rahmat Branch, Surabaya.

The research was quantitative. While, the population was customers who had ever done vehicle care at Auto 2000 garage Basuki Rahmat Branch, Surabaya. Furthermore, the data collection technique use purposive sampling, in which the sample was based on criteria given. In line with, there were 100 respondents as sample. In addition, the instrument used questionnaire and multiple linear regression as the data analysis technique.

The research result concluded service quality and price had significant effect on the interest of rebuying decision at Auto 2000 garage Basuki Rahmat Branch, Surabaya. In brief, the company of Auto 2000 garage Basuki Rahmat Branch Surabaya needed to improve and maintain its innovation in giving service also a fair benefits which compared to the determined price. As the result, the customers would like to return to have vehicle care at Auto 2000 garage Basuki Rahmat Branch, Surabaya.

Keywords : *Service Quality, Price, Interest of Rebuying.*